Statement of Mission

The Assessment Institute in Indianapolis is the nation’s oldest and largest event focused exclusively on outcomes assessment in higher education, and is designed to provide opportunities for:

- individuals and campus teams new to outcomes assessment to acquire fundamental knowledge about the field,
- individuals who have worked as leaders in outcomes assessment to share and extend their knowledge and skills,
- those interested in outcomes assessment at any level to establish networks that serve as sources of support and expertise beyond the dates of the Institute.

About the Assessment Institute in Indianapolis

Since 1992 an assessment institute has been developed and hosted by principals in the Office of Planning and Institutional Improvement at Indiana University-Purdue University Indianapolis (IUPUI). The purpose of this series of educational programs is to further the scholarship and practice of outcomes assessment in higher education. Our presenters and participants come from institutions across the U.S. as well as other countries. Many of these faculty and administrators are responsible for division- or campus-wide assessment programs, and nearly one-fifth are vice presidents, assistant/associate vice presidents, provosts, assistant/associate provosts, deans or assistant/associate deans.

Participation by internationally-recognized assessment leaders has made the Assessment Institute in Indianapolis one that many attend routinely, and has resulted in a steady increase in attendance, from 350 in 1992, to over 1000 in recent years. Since outcomes assessment is of such current national importance, and is a highly collaborative activity, we estimate that each of our participants may take information back to 5 to 30 colleagues on departmental or university-wide committees, making the potential range of college and university personnel reached through this conference 5,000 to 30,000.

Institute Participants

Our location in 2016 is the Marriott Indianapolis Downtown in the heart of downtown Indianapolis, a Midwestern city within 500 miles of half the population in the United States. Last year participants represented 45 U.S. states, Guam, Puerto Rico, and Washington D.C., Canada, China, Egypt, Jamaica, Lebanon, Nigeria, the Philippines, Qatar, South Africa, United Arab Emirates, and the United Kingdom.
About IUPUI and Indianapolis

**IUPUI**

Founded in 1969 as a partnership by and between Indiana and Purdue Universities, Indiana University-Purdue University Indianapolis is an urban research institution with a growing reputation for innovation. We offer more than 200 degree programs — from associate to doctoral and graduate professional — and IUPUI is among the top 20 institutions nationally in the number of health-related degrees and the number of first professional degrees granted. More than 30,000 students study at IUPUI, coming from all 50 states and from countries around the globe. The campus is located just west of downtown Indianapolis, with easy access to city and state centers of government and business, restaurants, sports venues, art galleries, museums, the White River State Park, and the Indianapolis Zoo.

**Indianapolis**

The population of the Indianapolis Metropolitan Statistical Area (MSA) is 1,700,000. Indianapolis is referred to as the “Crossroads of America” and four federal interstate highways converge here.

**Downtown Indianapolis**

Downtown Indianapolis is a vibrant and exciting place to live, work, and relax. Many of the city’s more than 200 restaurants and taverns are within walking distance of the Institute hotel, the Marriott Indianapolis Downtown.

There are more than 200 retail stores in the downtown area, which includes Circle Centre Mall, Massachusetts Avenue, the Indianapolis City Market, Fountain Square, and other center city districts.

The White River State Park is Indiana’s first urban state park, offering a variety of recreational facilities and natural green spaces. The 250-acre park and canal feature the world-class Indianapolis Zoo and White River Gardens, as well as significant art, history, recreational, and sports venues.

Indianapolis is home to 22 galleries and 10 performing arts theatres, including the Eiteljorg Museum of American Indians and Western Art; the Indiana State Museum, which houses Indiana’s first IMAX theatre; the Indianapolis Artsgarden; the Children’s Museum; and the Indianapolis Museum of Art.
Important Dates

August 1, 2016
Deadline for:
- On-line registration and payment for exhibits, sponsorships, and advertisements
- Submission of advertisements for Institute program book
- Sponsor logos

September 16, 2016
Deadline for:
- Cancelling exhibitor/sponsor registration to receive a full refund. Cancellations after September 9th will not be eligible for a refund
- Marriott Indianapolis Downtown hotel room reservations to obtain negotiated rate for Institute attendees by 5:00 p.m.

September 30, 2016
Deadline for:
- Registering additional attendees who are not included in your sponsorship or exhibitor package
- Requesting and paying for additional booth equipment (internet, extension cords, easels, etc.)

October 13, 2016
Exhibit materials may be received by the Marriott Indianapolis Downtown beginning October 13. There will be a storage/handling fee for all items received (see “Shipping Display Materials”)

Questions:
About exhibiting, contact:
Michele Trent
Email: mtrent@iupui.edu
Phone: 317.274.3361

About registration and payment, contact:
Melissa Kocias, Institute Registrar
Email: iuconfs@indiana.edu
Information for Sponsors, Exhibitors, and Advertisers

Exhibitor Space includes:

- One pre-assigned 10’ x 10’ carpeted booth with pipe and drape
- 6’ x 2’ skirted table with 2 chairs
- Identifying sign
- Location on the second floor, Marriott foyer
- Break service available during exhibit hours

Shipping Display Materials

- Materials may be shipped via a carrier of your choice.
  Return shipping must be pre-arranged with carrier.
- All packages being sent to the hotel should include a full return address including the shipper’s name.
- If shipping multiple boxes, in lower left corner, identify boxes: 1 of 4; 2 of 4; 3 of 4, etc.
- Hotel staff will receive items beginning Thursday, October 13, 2016. No packages will be accepted prior to this date. (The Marriott will not accept materials arriving prior to three days – 72 hours – before event).
- All packages will be delivered to exhibit booths on Monday, October 17th starting at 6:00 a.m.
- All mail/packages forms need to be completed by the guest. Indianapolis Marriott Downtown will not be responsible for completing any shipping/handling forms.

Label and ship to:
2016 Assessment Institute
Name of guest and organization shipping materials
Name of guest that is receiving the package
c/o Marriott Indianapolis Downtown
350 West Maryland Street
Indianapolis, IN 46225

Storage and delivery charges may apply. All incoming deliveries are assessed a package handling fee:
- $5/box under 50 lbs.
- $10/box or case over 50 lbs.
- $25/display box, poster, large tube or oversized box
- $35/display case
- $75/shrink-wrapped pallet (must be self-contained and properly sealed
- $75/small wooden crate over 150 lbs.
- $150/crate over 150 lbs.
Rates are subject to change.

Exhibit Security

Exhibitors may temporarily store valuable equipment (e.g., if an exhibitor needs to take a short break away from the table) with the Office of Planning and Institutional Improvement staff on site.

Overnight locked storage is available for Monday evening. Items may be placed in storage before 6:00 p.m. on Monday, October 17th and retrieved Tuesday morning beginning at 7:00 a.m.

Responsibilities and Liabilities

Exhibitors are responsible for insuring the safety of their personal and exhibit materials from theft, damage, accident, fire, or other such causes. Exhibitors who wish to carry insurance must do so at their own expense. The Exhibitor understands that neither the Marriott Indianapolis Downtown nor Indiana University maintains insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

The Exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances regarding the installation and operation of equipment. This includes use of safety guards and devices where necessary to prevent personal injury to spectators. Only fireproof materials should be used in displays.

Exhibitors agree not to post, nail, tape, or otherwise attach items to walls, floors, or other parts of the building or furniture. Exhibitors are responsible for damages to the hotel if they do not comply with this request.

All necessary fire precautions will be the responsibility of the exhibitor. Exhibitor agrees to make no claim against Indiana University or the Marriott Indianapolis Downtown for loss, theft, damage, or destruction of goods, or for any injury to the exhibitor or employees. No claim will be made for any damage of any nature or character, including damage by reason of failure to provide space for the exhibit, or for removal of the exhibit, or for failure to hold the Institute as scheduled.

Exhibitor assumes responsibility and agrees to indemnify and defend Indiana University and the Marriott Indianapolis Downtown and their respective employees and agents against any claims, damages, or expenses arising out of Exhibitor’s use of the exhibition premises.
Opportunities for Sponsorships and Exhibitors

**Platinum...$5,000**
(Three Platinum sponsorship options available)

**Platinum Option 1 – Beverage Sponsor ($5,000)**
- Recognition for sponsoring bottled water: Company logo will be placed on bottled water to be distributed in the participant bags

**Platinum Option 2 – Lanyard Sponsor ($5,000)**
- Recognition for sponsoring lanyards: Company logo will be placed on the lanyards distributed to participants to use with their name badges

**Platinum Option 3 – Participant Bags ($5,000)**
- Recognition for sponsoring participant bags: Company logo will be placed on the bags distributed to Institute participants
- The bags may have logos from one sponsor as well as the logo of the host sponsor (IUPUI)

**Platinum Sponsorships also include:**
- Organization logo placed on Institute home page
- Acknowledgement in the Institute web Sponsor section and in the Institute program booklet
- Full-page color advertisement on one of the Institute program booklet covers (inside front cover; inside back cover; or back cover)
- Skirted table, pipe and drape exhibit space (10’ x 10’)
- One insert in the participant bag
- Three complimentary Institute registrations

**Silver...$3,000**
(Two Silver sponsorship options available)

**Silver Option 1 – Cyber Café Sponsor ($4,000)**
- Logo featured on the Cyber Café computer stations and signage placed near computer kiosks

**Silver Option 2 – Participant Folders ($4,000)**
- Logo placed on folders distributed to Institute participants

**Silver Sponsorship Package includes:**
- Recognition for sponsoring one meal function (High Tea or the Monday Participant Lunch)
- Acknowledgement in the Institute web Sponsor section and in the Institute program booklet
- Half-page black and white internal advertisement in the Institute program booklet
- Skirted table, pipe and drape exhibit space (10’ x 10’)
- One complimentary Institute registration

**Gold...$4,000**
(Three Gold sponsorship options available)

**Gold Option 1 – Cyber Café Sponsor ($4,000)**
- Logo placed on folders distributed to Institute participants

**Gold Option 2 – Participant Folders ($4,000)**
- Logo placed on folders distributed to Institute participants

**Gold Sponsorship Package includes:**
- Recognition for sponsoring one of three break services (Monday a.m., Monday p.m., or Tuesday a.m.)
- Acknowledgement in the Institute web Sponsor section and in the Institute program booklet
- Skirted table, pipe and drape exhibit space (10’ x 10’)
- One complimentary Institute registration

**Bronze...$2,000**
(Three Bronze sponsorship options available)

**Bronze Option 1 – Cyber Café Sponsor ($2,000)**
- Logo placed on notepads distributed to Institute participants

**Bronze Sponsorship Package includes:**
- Recognition for sponsoring one meal function (High Tea or the Monday Participant Lunch)
- Acknowledgement in the Institute web Sponsor section and in the Institute program booklet
- Half-page black and white internal advertisement in the Institute program booklet
- Skirted table, pipe and drape exhibit space (10’ x 10’)
- One complimentary Institute registration

**Exhibitor...$1,500**

**Exhibitor Package includes:**
- One pre-assigned 10’x10’ carpeted booth with pipe and drape
- 6’ x 2’ skirted table with 2 chairs
- Identifying sign
- Acknowledgement in the Institute web Exhibitor section and in the Institute program booklet
- One complimentary Institute registration
Opportunities for Advertising

Full/Half Page Black and White Ad...$500/$250

- Either a Full or Half page ad in the Institute program booklet. The ads will be printed on 8.5” x 11” paper with a white margin.
- Ad should be submitted electronically in PDF format. Black and white – no bleed.
- Full Ad ($500): Ad size: 9” (vertical) x 6” (horizontal) – centered on the page.
- Half Ad ($250): Ad size: 4” (vertical) x 6” (horizontal) – centered on the page.
- Submit ad as PDF attachment to: kreece@indiana.edu

Bag Inserts...$250

- Inserts of organization flyers or brochures in the Institute bag distributed to all attendees.
- Inserts must be received between October 3 – 7, 2016.
- Send Inserts to:
  Attn: Karin Reece, IU Conferences, 801 N. Jordan Ave., Suite 101, Bloomington, IN 47405

All Indianapolis photography has been provided courtesy of the Indianapolis Convention & Visitors Association; visitIndy.com.

Registration

Select your level of participation by REGISTERING NOW!!!

- Go to: www.assessmentinstitute.iupui.edu
- Click on the “Sponsor, Exhibitors, and Ads” Tab
- Select “Click here to Register”

Questions About Registrations and Payment?
Contact Institute Registrar, Melissa Kocias, at iuconfs@indiana.edu or 812.855.4224.

Cancellation Policy

- Requests for cancellation must be submitted in writing by September 16, 2016 to receive a refund.
- Email cancellation requests to: Melissa Kocias, Institute Registrar at iuconfs@indiana.edu

Additional Equipment

Arrangements for additional equipment (e.g. easels, extension cords, internet connections, projection screen rental, and computer monitors) must be made no later than September 30, 2016. Please contact Karin Reece at 812.856.5221 or by email at kreece@indiana.edu to arrange for additional equipment and payment.

Booth Assignment

There is no formal mechanism for requesting specific booth locations; the Institute Organizers will work with you on an informal basis to select a location that is acceptable to you.

Direct space requests to: Conference Manager, Karin Reece, kreece@indiana.edu or 812.856.5221.